

# THE MOM PROJECT

## “Why Me?” Template

Ready to write an attention-grabbing, value-driven “Why Me” statement? Follow these steps to organize your experience, choose powerful words and make a strong statement.

**Remember:** Think of the “Why Me” as the summary of your professional identity story that helps connect the dots to why you will be a star in the specific role.

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### 1. PICK A JOB TITLE THAT DESCRIBES YOUR EXPERIENCE

Your most recent job title may not be the best indication of your total skill set, especially if it’s industry-specific. For example, instead of “Director of Innovation” use something more specific like “Director of Product Development and Partnerships.”

List your 3 most recent job titles, then for each list out a few of the titles you’ve seen other people with similar experience use.

Your 3 Most Recent Job Titles	Other Similar Titles
1.	1.
2.	2.
3.	3.

Now, circle the common words that appear in multiple titles. These words are strongly indicative of your total job experience.

Finally, write a few alternate job titles you can use in your “Why Me” statement that indicate your seniority and skill set.

1.
2.
3.

## STEP 2: ANSWER THE FOLLOWING QUESTIONS.

How many years of experience do you have total, not just in your current role? \_\_\_\_\_

Do you have any specialized experience related directly to the job description? If so, what was it and for how long?

Write down a specific example of your experience and the results you drove that relates directly to the job posting you are applying for.

Specific Accomplishment	Results You Produced

What are 3 additional skills or experiences you have related to the job posting?

1.
2.
3.

Check your list of accomplishments and skills. Add a powerful action word to each like produce, elevate, increase or decrease.

## STEP 3: BRING IT ALL TOGETHER.

I'm a \_\_\_\_\_ with \_\_\_\_\_ years of experience, including \_\_\_\_\_ years working on \_\_\_\_\_. During my career, I \_\_\_\_\_, resulting in \_\_\_\_\_. I've also had experience \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. I'm passionate about \_\_\_\_\_, and I'd love to pursue this opportunity at your company.

EXAMPLE:

***"I'm a UI/UX designer with 7 years of experience, including 4 years of working on mobile applications. During my career at XYZ Company, I led the development team to redesign the mobile app's user interface, resulting in a 40% increase in mobile orders. I've also had some experience working in the medical industry, developing solutions for healthcare clients when I worked as an IT consultant. I'm passionate about using tech to improve patient experience and efficiency in the medical space, and I'd love to pursue this opportunity at your company."***